

ENGAGING COMMUNITIES

EMPOWERING VICTIMS



Section 1. RESOURCE GUIDE OVERVIEW

Engaging Communities. Empowering Victims.

The National Center for Victims of Crime and the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, are proud to present the *2015 National Crime Victims' Rights Week Resource Guide*.

Since 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to confront and remove barriers to full justice for all victims of crime. Each year, communities across the country revisit the history of the victims' rights movement and recommit themselves to advancing the progress already achieved. The *2015 NCVRW Resource Guide* includes a wide array of user-friendly outreach tools and sample products, current statistics on victimization, information on the history of victims' rights in the United States, and concrete, practical ideas for engaging your community and empowering victims. Explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 19-25, 2015**.

2015 NCVRW Theme and Theme Colors

The 2015 NCVRW theme—*Engaging Communities. Empowering Victims.*—emphasizes the role of the entire community, individually and collectively, as we support victims of crime and empower them to direct their own recovery. The 2015 theme colors—deep blue and gold—

are used throughout the Resource Guide. (See "[Match the Colors](#)" box for more details.)

NCVRW Kickoff Event

The Attorney General's National Crime Victims' Service Awards Ceremony, sponsored by the U.S. Department of Justice and coordinated by the Office for Victims of Crime, will be held in April 2015. For more information about this special event, including the time and location, please visit http://ovc.gov/awareness/about_ncvrw.html.

MATCH THE COLORS

This year's NCVRW theme design is strong and vibrant, an energetic, uplifting call to help ensure all victims of crime know about their rights and have access to appropriate services. For your convenience, we have also included comparable PMS colors, RGB values, and hex codes:

DARK BLUE: C=100, M=100, Y=0, K=0

Comparable Colors:

PMS 2675

R=38, G=34, B=98

HTML #2e3192

GOLD: C=0, M=18, Y=70, K=0

Comparable Colors:

PMS 122

R=247, G=148, B=29

HTML #ffd167

For more information about these color spaces, see "A Printing Primer" in Section 3, "About the Resource Guide Artwork."

En Español!

Many of this year's Resource Guide elements are available online in Spanish. Visit www.ovc.gov/ncvrw2015 to access this material.

NCVRW Planning Tips

The following tips will help you enhance your 2015 NCVRW planning and maximize the impact of your efforts:

- Review each section of the Resource Guide before making any plans. Once you have established your outreach goals, select the materials that are most helpful to achieve them.
- Organize an NCVRW planning committee to set goals and priorities, brainstorm activities, and share the workload. Diverse collaborations will help ensure more victims hear your message in a way that resonates with them. Your committee might include leaders of civic organizations, universities, parent-teacher associations, or student organizations; members of criminal and juvenile justice agencies, faith communities, the service industry, or the news media; business or health professionals; and, of course, crime victims, survivors, and victim service providers.
- Create or update mailing lists for event invitations and other materials.
- Draft a timetable that includes committee meetings, tasks, deadlines, and areas of responsibility.
- Develop a list of local media outlets and the appropriate contacts to notify about special events and activities.
- Coordinate planning for 2015 National Crime Victims' Rights Week with other awareness and prevention campaigns held during April, including National Child Abuse Prevention Month, National Sexual Assault Awareness Month, National Youth Violence Prevention Week, and Global Youth Service Days.

- Think creatively about meaningful ways to engage your community to support all victims affected by crime during this year's National Crime Victims' Rights Week and throughout the year.

2015 NCVRW Resource Guide Contents

Introductory Materials

- Letter from Joye E. Frost, Director of the Office for Victims of Crime
- Letter from Mai Fernandez, Executive Director of the National Center for Victims of Crime
- Resource Guide at a Glance
- Frequently Asked Questions

NCVRW Resource Guide Artwork

- 2015 NCVRW Theme Color Palette
- 2015 NCVRW 11" x 17" Theme Poster*
- Billboard Art
- Bookmarks*
- Buttons, Logos, and Magnets*
- Certificate of Appreciation*
- Facebook Cover and Profile Art
- Letterhead*
- Name Tags and Table Card*
- Information and Referrals Contact List*
- Ribbon Cards*
- Web and E-mail Banners
- Public Awareness Posters in English and Spanish*

* Physical copies are included in the 2015 NCVRW Resource Guide folder, which is available to order for a small shipping fee at www.ovc.gov/ncvrw2015.

Section 1. Resource Guide Overview

Section 2. Developing Your Campaign: Partnerships & Strategies

- Commemorative Calendar
- Notable Quotables
- Sample Proclamation
- Presentation Tips (*including 2015 NCVRW PowerPoint slide artwork*)
- Extend Your Reach through Partnerships
- Ideas for Special Events
- Sidebar: Theme DVD in Action

Section 3. About the Resource Guide Artwork

- About the Resource Guide Artwork
- How to Create Your Own QR Code
- Sidebar: A Printing Primer

Section 4. Communicating Your Message: Media Tips and Tools

- Sample News Release
- Sample Public Service Announcement (PSA) Scripts
- Sample Letter to the Editor
- Sample Opinion-Editorial
- How to Create a Social Media Campaign
- Sample Social Media Status Updates
- Advocating for Victims with the Media

Section 5. Landmarks in Victims' Rights and Services

Crime Victims' Rights in America: A Historical Overview

Section 6. Statistical Overviews

Statistical Overviews (brief summaries of current crime statistics)—*with graphical representations*

- Crime and Victimization in the United States
- Crime Trends
- Assault
- Burglary, Robbery, and Theft
- Child, Youth, and Teen Victimization
- Crimes against Persons with Disabilities
- DNA—*new!*
- Driving Under the Influence (DUI)—*new!*
- Economic and Financial Crime
- Elder Victimization
- Hate and Bias Crime
- Homicide
- Human Trafficking
- Intimate Partner Violence
- Mass Casualty Shootings
- School and Campus Crime
- Sexual Violence
- Stalking
- Urban and Rural Crime
- Workplace Violence

Section 7. Additional Resources

- Online Resources
- NCVRW Resource Guide Partners
- OVC Online Gallery

Resource Guide CD-ROM

In addition to the entire collection of *2015 NCVRW Resource Guide* artwork, the 2015 NCVRW CD-ROM also features PDFs of all Resource Guide contents. Access the entire guide electronically by inserting the CD-ROM into any equipped computer.

The CD includes NCVRW-related artwork, public awareness posters, and PDFs with fillable form fields. Anyone with a computer and a free copy of Adobe Reader (downloadable at www.adobe.com) may add local contact information to many of the art files. The PDFs (as well as JPEG images) are available in both black and white and color. See Section 3, “Resource Guide Artwork,” for more information about this feature.

The artwork is provided in three formats:

- Adobe InDesign layout pages, including the Illustrator images required to correctly open and print the artwork. To view these files, users must have Adobe InDesign CS6 or higher.
- JPEG files available in both black and white and color. These individual images may be placed in graphics programs, in various word processing programs, and on websites.
- PDF files in black and white and color that can be opened with Adobe Reader, available for free download at www.adobe.com.

These three formats help simplify replication of Resource Guide materials and make it easier to incorporate this year’s artwork into any digital or hard-copy piece, including event fliers, slideshow presentations, television broadcasts, public service announcements, and print advertisements among others. For more information on the artwork in this year’s Resource Guide, please refer to Section 3, “Resource Guide Artwork,” on the CD-ROM. To access the entire *2015 NCVRW Resource Guide* electronically visit www.ovc.gov/ncvrw2015.

Resource Guide DVD

The brief Theme Video, playable from the Theme DVD enclosed with the Resource Guide CD-ROM or from the NCVRW website at www.ovc.gov/ncvrw2015, is a powerful public awareness tool that highlights the importance of building partnerships with community leaders and organizations to better address all victims’ needs and enhance our ability to serve them. Meeting victims where they are, and wherever they disclose their victimization, helps establish an atmosphere where victims are believed and one in which they are more likely to seek assistance. Consider using the theme video to open ceremonies and luncheons, kick off your public awareness and education events, or motivate local media to cover NCVRW events and topics. Check out the “Theme DVD in Action” sidebar in Section 2, “Developing Your Campaign: Partnerships & Strategies,” for ideas on how to use the Theme Video.

2015 NCVRW Theme Poster

This year’s full-size (22” x 28”) poster depicts a diverse community elevating one of its members in a demonstration of support and unity. The theme—*Engaging Communities. Empowering Victims.*—stands as a prominent call for communities to work together to meet victims wherever they are, to tell them about their rights and options, and support them in their recovery.

If you signed up for the NCVRW mailing list, you will automatically receive a physical copy of the 2015 NCVRW Theme Poster and the *2015 NCVRW Resource Guide*, containing the 2015 NCVRW Theme DVD and CD-ROM. Also, by signing up at https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp, you will receive an e-mail notification when the Resource Guide is available to download from the OVC website, as well as details concerning the National Crime Victims’ Service Awards. Download both this year’s and previous years’ Resource Guides, including the Resource Guide artwork and videos, at www.ovc.gov/ncvrw. ★

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